

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 24, 1997

RJR Account #094931

Mr. E. Bush

MID-VALLEY CANDY

DORAL \$1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800004

Dear Ed:

DORAL \$1.00 OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as 30 SKUs of preassembled Counter Displays (Item #535481) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted</u> <u>Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
1	Doral Light	12300-24698
1	Doral Light 100	12300-24750
1	Doral Lt Men 100	12300-24752
1	Doral FF 100	12300-24751

Product / Premium Arrival: January 5, 1998

Ship Date to Retail: Week of: January 19, 1998

Displays (Item #535481)

SKU CUBE: 0.4965

SKU WT (w/o Product): 1.5625 lbs

Retail Sales Offer per Sku: 20 units

Billing per Sku: 4 Savings Cartons

EFT \$ Amount: \$604.16

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-2-

\$1.00 2-Pack Tear Tape
MID-VALLEY CANDY

Promotion Description:

Each Doral pack will have ".50¢ Off" Tear Tape. Product is pre-sleeved; each carton contains five 2-pack offers. One carton of each of the 4 brand styles should be placed in Counter Display and shipped to retail.

Brand Styles: Doral Lt / Doral Lt 100 / Doral Lt Men 100 / Doral FF 100

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
See attached 'Wholesaler Packing Instructions'

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$19.60 (1.4 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: J. McLean

L. E. MacWilliams

Att: Wholesaler Packing Instructions

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JAN50DOR.DOC

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W*MOLESALER : 094931 MID-VALLEY CANDY COMPANY <DIRECT>
 TEMPLATE : 800004 80100 DOR JAN \$1/2 NO
 TEMPLATE SEQ : 0023
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162204	162224	185497	BLUMMS GROCERY	RT 6	LACEYVILLE	PA	18623	1				(717)869-1287
162204	162223	185622	VALLEY FARM MARKET	STATE & MAIN ST	NICHOLSON	PA	18446	1			68379	(717)942-6944
162204	162224	269979	DEWINGS BUSY MART	MAIN STREET	MONROETON	PA	18832	1				(717)265-2096
162204	162224	549827	MARTYS MARKET	PO BOX 238	MESHOPPEN	PA	18630	1				(717)833-5494
162204	162223	682622	ABC MARKET	507 MAIN STREET	FOREST CITY	PA	18421	1				(717)785-3553
162204	162223	706820	CONVENIENT FOOD MAR	330 NORTHERN BLVD	CHINCHILLA	PA	18410	1				(717)586-3406
162204	162223	735443	MR B'S TOBACCO SHOP	58 SALEM AVE	CARBONDALE	PA	18407	1				(717)281-9199
162204	162223	776478	CONVENIENT FOOD MAR	HIGHLAND AVE	CLARKS SUMMIT	PA	18411	1				(717)587-2334
162209	162221	184478	SCHRECKS MARKET	1501 N 5TH ST	STROUDSBURG	PA	18360	1				(717)421-7580
162209	162222	185056	POCONO SHOPPING CNT	P.O. BOX P	POCONO PINES	PA	18350	1				(717)646-3818
162209	162222	185679	MADZINS MARKET	527 PROSPECT AVE	SCRANTON	PA	18505	1				(717)343-8991
162209	162222	185685	RICCARDOS MARKET	617 3RD ST	DUNMORE	PA	18512	1				(717)342-1214
162209		185916	SCOTT'S STORE	801 MULBERRY ST	SCRANTON	PA	18503	1				(717)342-7472
162209	162223	471168	APLUS MINI MART	1227 S MAIN AVE	SCRANTON	PA	18504	1				(717)344-4001
162209		534737	PROPST BUY RITE MKT	377 MAIN ST	ARCHBALD	PA	18403	1				(717)876-2518
162209	162221	577211	STROUDSBURG EXXON	100 MC CONNEL ST	STROUDSBURG	PA	18360	1				(717)424-8225
162209	162222	633853	CONVENIENT FOOD 302	340 W MARKET ST	SCRANTON	PA	18508	1				(717)969-7555
162209	162221	657095	LAUREL BEVERAGE INC	830 MONROE ST	STROUDSBURG	PA	18360	1				(717)421-2091
162209	162222	665462	APLUS	1218 O'NEIL HWY	DUNMORE	PA	18512	1		0362-0101		(717)961-5542
162209	162222	667469	CONVENIENT FOOD	899 DAVIS ST	SCRANTON	PA	18505	1				(717)346-3004
162209	162223	673294	ONE STOP TOB SHOP	725 S MAIN AVE	SCRANTON	PA	18504	1				(717)343-3393
162209	162223	763976	CONVENIENT FOOD MAR	#3031	SCRANTON	PA	18504	1				
162209	162223	777531	SCHIFF'S BEVERAGE	3380 N MAIN AVE	SCRANTON	PA	18508	1				(717)343-1237
162209	162221	895484	VILLAGE GROCERY	BUSINESS RT. 209	SCIOTA	PA	18354	1				(717)992-6557

PAGE BREAK TOTAL ACCOUNTS 24 TOTAL QUANTITY 24

TEMPLATE TOTAL ACCOUNTS 24 TOTAL QUANTITY 24

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WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS

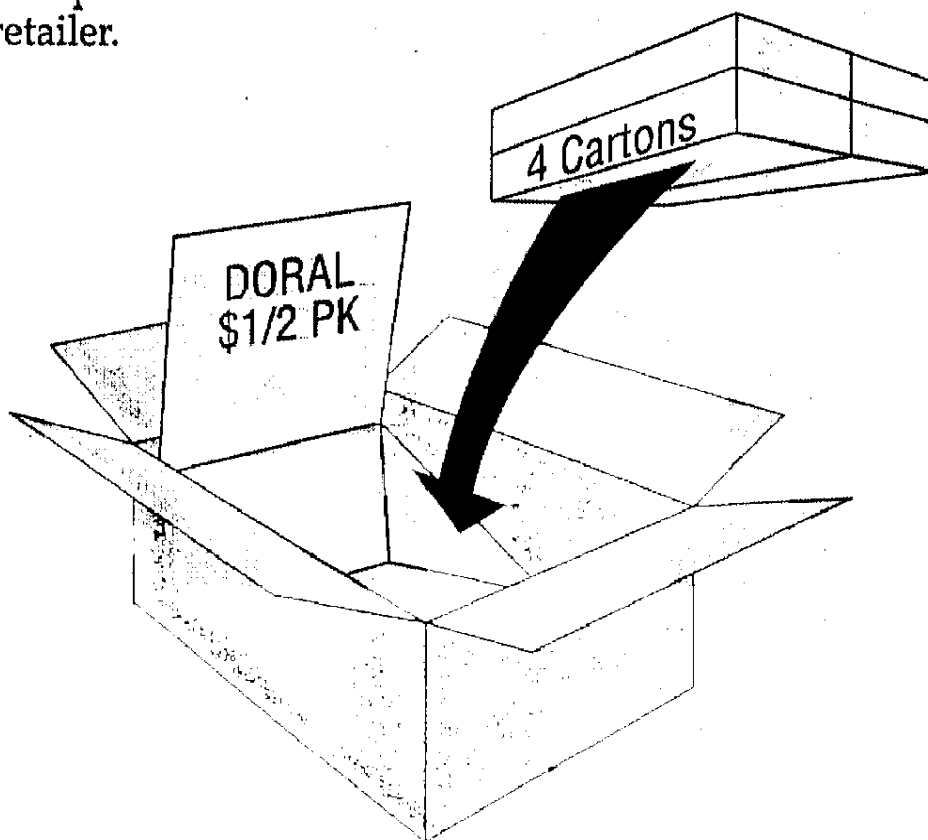
1ST QTR.'98

January DORAL \$1.00/2 PK

(\$1.00 off 2 packs—Pack Outlets, CTS Pack)

STEPS

1. Open DORAL \$1/2 PK shipping case.
2. Place 4 cartons of Doral promotional product into shipper/display case. Promotional product is in white cartons and is pre-sleeved.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 535481 - Pack Outlets

535625 - CTS Pack

Description: DORAL \$1/2 PACKS Display / POS kit

* Pack 4 ctns per display
4 styles may not be
shipped to all direct Acct.

Brand Style	LIGHT	LIGHT 100	LIGHT MEN 100	FF 100		
Number of Cartons	/	/	/	/		

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